

November 20, 2012

Office of the Secretary
Federal Communications Commission
445 12th Street SW
Room TW-A325
Washington, D.C. 20554
Regarding Proceeding 02-278

Commission Secretary:

We sincerely ask the Federal Communications Commission to close the loopholes allowing unsolicited text messages if sent using email protocols rather than automatic telephone dialing systems. The impact on cell phone users is the same; unwanted charges and messages they don't want and didn't ask to receive.

Many people pay for their own mobile phone service, which includes text messaging. While some may have unlimited text messaging packages, many do not. No one should be forced to cover the cost for unsolicited messages. These abuses disproportionately impact low-income families, students, minorities and other groups because a higher proportion of these communities tend to use a mobile phone as their only phone.

Additionally, text message abuses threaten to sour voters on what is a very promising technology. Currently text messaging is a low-cost way for organizations to reach out to their memberships; particularly younger members who don't watch television advertising and respond better to text messaging.

But a flood of garbage being sent from unidentified organizations to individuals who are not a part of their constituencies, don't necessarily support the ideas expressed in the messages, and are essentially paying to be hassled will negate the hard work of nonprofit organizations across the country who take care to respect opt-in methodology and send messages only where they are wanted.

For anonymous organizations to ignore these regulations is a slap in the face to groups that respect their members and respect the rules, and we believe that spam text messaging should not go unpunished due to narrow loopholes.

Thank you for your time and consideration,

Tracy Rosenberg Executive Director Media Alliance